



1997 SENATE BILL 409

January 20, 1998 - Introduced by Senators RISSER, BURKE and ROESSLER, cosponsored by Representatives BAUMGART, BALDWIN, BOYLE, PLOUFF, BLACK, TURNER and ROBSON. Referred to Committee on Agriculture and Environmental Resources.

1 **AN ACT to renumber** 59.70 (22) and 60.23 (29); and **to create** 59.70 (22) (b) and
2 60.23 (29) (b) of the statutes; **relating to:** local regulation of billboards.

Analysis by the Legislative Reference Bureau

Under current law, a city, village, town or county may enact ordinances that regulate the maintenance and construction of billboards on premises abutting on highways maintained by the city, village, town or county in order to promote the safety of public travel on such highways. Cities and villages have the authority to enact such ordinances under their home rule power, while towns and counties have specific statutory authorization to enact such ordinances. Also under current law, a county billboard ordinance may not apply within cities, villages and towns which have enacted ordinances regulating the same subject matter.

This bill creates statutory authority for a town or a county to enact an ordinance that prohibits the placement of any billboard or other similar structure on any premises within the town or county, except that such an ordinance does not apply to a billboard or similar structure that exists or is contracted for before the effective date of the bill. The bill contains limited exceptions to the general authority to prohibit billboards that relate to the placement of political messages during election campaign periods and billboards placed adjacent to the Great River Road.

For further information see the *local* fiscal estimate, which will be printed as an appendix to this bill.

The people of the state of Wisconsin, represented in senate and assembly, do enact as follows:

